

ORDER

**KSNV**

Orders
Order / Rev: 107827
Alt Order #: 06863436
Product Desc: PAT MAJORITY USA
Estimate: 2029
Flight Dates: 10/15/12 - 10/27/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	37	\$80,000.00	\$68,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$80,000.00	\$68,000.00	0.00
Totals	37	\$80,000.00	\$68,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	25%	\$80,000.00
Market	100%	\$320,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$83,200.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$73,600.00
KTUD	1%	\$3,200.00
KVVU	20%	\$64,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/26/12	M-F 5-6a WakeUp w/Wagners	GM	5-6a	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--			2			\$1,200.00		0.00			

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 Estimate: 2029

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/15/12	10/26/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$1,200.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$1,200.00		0.00			
E 2	KSNV	10/15/12	10/26/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$2,000.00	1	0.00	NM	4	\$8,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$2,000.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$2,000.00		0.00			
E 3	KSNV	10/15/12	10/26/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$3,800.00	1	0.00	NM	4	\$15,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$3,800.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$3,800.00		0.00			
E 4	KSNV	10/15/12	10/26/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm	MTWTF--	:30	3	\$1,800.00	1	0.00	NM	6	\$10,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$1,800.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$1,800.00		0.00			
E 5	KSNV	10/15/12	10/26/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$1,000.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$1,000.00		0.00			
E 6	KSNV	10/15/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	5	\$6,000.00
COMMENTS APPLY TO SUB LINES A THRU B PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$1,200.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$1,200.00		0.00			
E 7	KSNV	10/15/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$3,600.00	1	0.00	NM	4	\$14,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		2				\$3,600.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		2				\$3,600.00		0.00			
E 8	KSNV	10/15/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$2,800.00	1	0.00	NM	6	\$16,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTWTF--		3				\$2,800.00		0.00			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$2,800.00		0.00			
													Totals	37	\$80,000.00